



Attorney Marketing Strategy Checklist Developed By J. Bergman Consulting

July 27, 2015

July 27, 2015 - PRESSADVANTAGE -

J. Bergman Consulting in San Diego, California has developed an attorney marketing strategy that is designed to assist law firms with obtaining new clients.

"Developing an Attorney Marketing Strategy is important for any attorney that wants to get a continual flow of new clients. Unfortunately most attorneys, and other professionals, get a barrage of phone calls, emails and salesmen promising to get their website on the first page of Google. While that may be important it doesn't guarantee that steady flow of new clients and it can be both difficult and expensive to get to the first page," says John Bergman of J. Bergman Consulting.

One option that many site owners have implemented over the years involves developing a Google AdWords Campaign (PPC) where website owners select a group of keywords and pay Google every time someone clicks on those words and goes to the chosen website. This is often the fastest way to get to the first page of a site, and there is now guarantee that it will provide a steady stream of new clients.

In order for this strategy to be truly effective however, a campaign will need to obtain at least 100 clicks every

month, with at least two or three phone calls coming in to the firm. With the cost of clicks ranging from \$30-100 per click, this can get expensive in a hurry.

"With those things in mind I have created a check list that will help develop a good foundation, assess what needs to be done, that stays within budget, and gets that steady flow of new clients," says Bergman.

"Attorneys will be able to review and analyze what they are currently doing and what their options are to get that stream of new clients."

Bergman advises firms to stop throwing money at SEO, Google AdWords, or anything else until they have a long term strategy that will measure and easily determine ROI. He states that with so many people calling to offer to put firms on the first page of Google, they need to do their homework before listening to anyone. For more information or to get the checklist, send an email to leadingattorney@gmail.com.

###

For more information about J. Bergman Consulting, contact the company here: J. Bergman Consulting
John Bergman 619-993-1771 jbconsulting2002@yahoo.com 113 West G. St. Suite 301 San Diego, CA 92101

J. Bergman Consulting

I am a business coach with more than 25 years helping small to medium sized businesses improve their business overall. For the past 3 years I have been involved in local business marketing in general and I'm now focusing on attorneys.

Website: <http://businesscoachsandiego.com/>

Email: jbconsulting2002@yahoo.com

Phone: 619-993-1771



Powered by PressAdvantage.com